

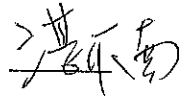
103-

表二

103 學年度 商學院 英語授課課程大綱

課程名稱 Course Title <input type="checkbox"/> 模組 <input type="checkbox"/> 個別	(中文) 投資學 (英文) Investments
課程目標 Course Objectives	1. Build up a deep understanding of investment theories and practices. 2. Prepare for a career in the professional money management industry.
課程大綱 Course Description	The purpose of this course is to develop a solid understanding of modern investment theory and its application to investment management. Since the concepts and valuation methods introduced here are heavily used in practice, the course is designed to be both academic and practitioner-oriented. This means that students will learn theories and at the same time practice what they learn from the class.
上課進度 Weekly Course Schedule	Week Topic 1 Course overview, Introduction 2 Holiday (no class) 3 Asset classes, investment process 4 Mutual funds, Hedge funds 5 Securities markets 6 Industry & security analysis 7 Equity valuation & Ratio analysis 8 Mid-term exam 9 Efficient market hypothesis 10 Behavior finance 11 Options markets 12 Options valuation 13 Risk and returns 14 Efficient diversification 15 CAPM and PT 16 Performance evaluation 17 Review 18 Final exam
教學方式 Instructional Method	Lectures, Investment game and Presentation, Class participation, Tutorials, Consultation, Term report
課程要求 Course Requirements	Investment game: 2 presentations and 1 report, 2 exams, one security analysis report. Class participation
評量方式 Evaluation	Investment game 20% Mid-term Exam 35% Final Exam 45%
教材及參考書目 Textbooks & Suggested Materials	1. "Essentials of Investments", by Bodie, Kane, and Marcus (9th edition, 2013) 2. Lecture notes available from the course website 3. Stock-Trak Account: individual or group account for investment game 4. A calculator
課程相關 連結網址 Course Website	<a href="http://www3.nccu.edu.tw/~konan/BIN.html">http://www3.nccu.edu.tw/~konan/BIN.html</a>
備註	(Blank)

申請教師簽章:



開課單位主管簽章:

